

To: "Jennifer Feikin" <jfeikin@google.com>
From: "David Eun" <deun@google.com>
Cc: "Peter Chane" <peterch@google.com>
Bcc:
Received Date: 2006-05-04 19:20:40 CST
Subject: Re: deck draft

Here you go, Jennifer.

On 5/4/06, Jennifer Feikin <jfeikin@google.com> wrote:

>
> peter, i can't pull this up from VPN. i'm going to the airport right
> now...any way you can send as a powerpoint??? like, now?

>
>
> On 5/4/06, Peter Chane <peterch@google.com> wrote:

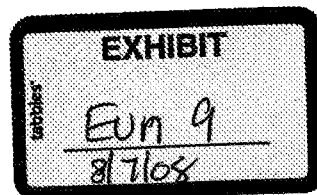
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>>
http://www.corp.google.com/~peterch/Video_Rod_EricS.ppt <http://www.corp.google.com/%7Epeterch/Video_Rod_EricS.ppt>

>>
>> P.
>>
>> --
>> Peter Chane
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>> Group Business Product Manager
>> Google Video | <http://video.google.com>
>>
>
>

—
David Eun
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Attachments:

Video_Rod_EricS.ppt



Google Video

Presented by:
Peter Chane

Not yet approved by:
Susan Wojcicki

Contributors:

Peter Chane, Nikhil Bhatla, Jeremy Doig, Rod Chavez, Grace Webber, Jennifer Feikin,
David Eun, Glenn Otis Brown, Hunter Walk, Cliff Samaniego, Bhanu Narasimham

5/11/06

Google

Topics discussed at this GPS

- Discuss competitive position vs YouTube and MySpace Video
- Discuss our plan to increase our growth to match and surpass competitors
- Discuss our long term plan to win in video

Specific asks

- Approve a policy change
- Increase engineering staffing in key areas

Google

Todo: Normalize revenue --
assume 30% profit margin

Leading video services today

	Launch date	Daily uploads	Index size (as of 5/2/06)	Daily playbacks	Revenue
iTunes	10/2005 (video)	Zero	<1k	100k/day (video sales)	\$1.5M/wk video sales + \$1.7B iPod revenue(q1'06)
Google Video	9/2005 (flash playback)	5,000	810,000	11M	About \$0
Myspace Video	1/2006 (video)	30,000	2,020,982	Est 30-40M	Untargeted banner ads
YouTube	2/2005	23,000	3,291,001	Est 30-40M	\$4k-8k/day (Adsense in Jan + est. YPN/Adbrile)

New competitor just launched on 4/25: Brightcove -- focusing on video production tools and content syndication network; 1k publishers signed up as of 5.1.06; syndication deal with AOL

Google

Mark items at risk w/o
more staffing

Q2 OKRs and supporting releases

Q2 OKR: 20k uploads a day instantly live Q2 OKR: Ship custom home page, ratings, tags Q2 OKR: 5M playbacks from embedded video player Q2 OKR: 30M daily playbacks

Q2 releases:

- HTML upload
- Instant Live
- Launch upload and playback in UK, FR, DE, ES, NL, and IT, AU, Canada
- Put Upload link on every page

Q2 releases:

- New home page with custom sections
- Open ratings (no login required)
- Open tagging (no login required)
- Open comments (no login required)

Q2 releases:

- One-click posting of video to Blogger and leading blog sites; looking into MySpace hack
- Allow any site to include a Google content "bundle" on their site (e.g. top 10, Google Picks, top videos in a genre)

Q2 releases:

- HTML upload + Instant Live
- Increase usage of Send-to-a-friend link
- Launch upload and playback in UK, FR, DE, ES, NL, and IT, AU, Canada
- Sponsored Videos ads test (make some paid content free with ads)

Other things we're doing in q2:

- Improved Ops tools
- The Breakup movie promo
- Adding DYO content from Viacom (MTV, Nickelodeon includes South Park)
- NBA Finals content promotion (in progress now)
- How to post video to MySpace instructions page

- Top 100 page

- RSS feeds

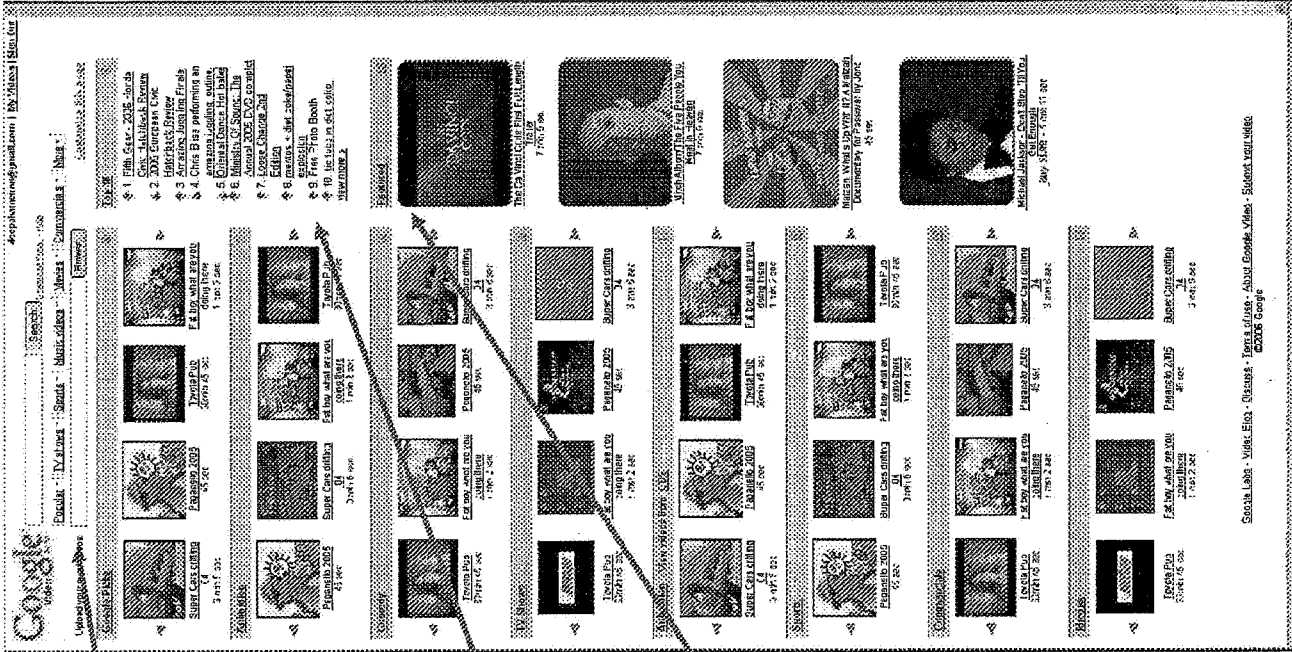
- Alerts

- Mac Player

- Onebox 1% test

Google

New home page (Q2 deliverable)



Consistent cross-site navigation

Customizable content sections (moveable like iGoogle)

Top 10 overall

Featured content rotates in this area

"Upload your video" link prominent on every page

Next version: personalization and integration with iGoogle

HTML upload + Instant Live (Q2 deliverable)

The screenshot shows the Google Video upload interface. At the top, there's a Google logo and a navigation bar. The main content area is divided into several sections:

- Upload and share your videos:** A section with a progress bar and instructions: "Video uploads may take awhile depending on your internet connection speed. While your videos are being processed, feel free to browse Google Video. All windows will launch in a new browser window." Below this is a button that says "Please do not close this window otherwise your upload may be interrupted. click to continue (this is only for my reading)".
- Video info:** A section with a "Browse" button for selecting a video file. Below this is a "Description" field with a text area and a "Submit" button.
- Tags:** A section with a text area for entering tags.
- Categories:** A section with a dropdown menu for selecting a category.
- Language:** A section with a dropdown menu for selecting a language.
- When was the video taken?** A section with a dropdown menu for selecting a date.
- Enter geographic address:** A section with a text area for entering an address.
- I agree to the Upload Terms and Conditions:** A checkbox and a link to the terms and conditions.
- Upload video:** A button to start the upload process.
- Watch it now!** A section with a "Watch it now" button and a "Share it with your friends" button.
- From:** A dropdown menu for selecting a friend to share with.
- To:** A text area for entering an email address.
- Comments:** A text area for entering comments.
- Send email:** A button to send an email to the friend.
- Other things you can do with this video:** A section with links for "Show it on your website + Embed it", "Get more information about it", "Get all your uploaded videos", and "Add another video".

Step 1:
Upload file and enter
metadata

Step 2:
Wait for upload and transcoding
(10 meg file over 96kpbs upstream
DSL will take 14 mins to upload)

Step 3:
Watch now and share with
friends
(Video should be live about
1 min after upload finishes)*

* Larger files and some codecs will take longer, we're testing



Google Video integration with blogging sites (Q2 deliverable)

Mockup will be
inserted by GPS

Google

Q3 (not yet prioritized)

End user features

- Personalized home page
- Better browse and new category pages
 - Programs for Music videos, ads, video games, movie trailers
- Web content (rss and web crawl)
- Google.com integration
- User created sharable playlists
- Better search quality
- Zeitgeist

Monetization

- Release of v1 ads on Google Video

Distribution

- Custom player
- Adsense FE integration
- Blacklist, whitelist
- 50 more languages
- Expand Google.com onebox coverage

Q4

- Google Video Mobile
- Geo search, integration with Maps/Earth
- Better ecommerce experience
- Mashups/Editing
- Subtitles
- What people are watching now list
- GTalk integration
- Flash 8
- STT integration

- Monetize more types of content; Ads quality improvements

- Custom pages for content providers
- Finish off the 100 languages

Google

Google Video as a platform to Orkut and Lighthouse

- Jeremy's layer cake slide goes here

Google